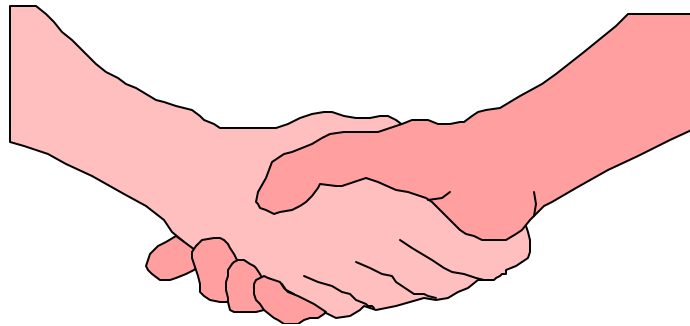


# ***Module 6:***

## ***Marketing Yourself***



## *Agenda*

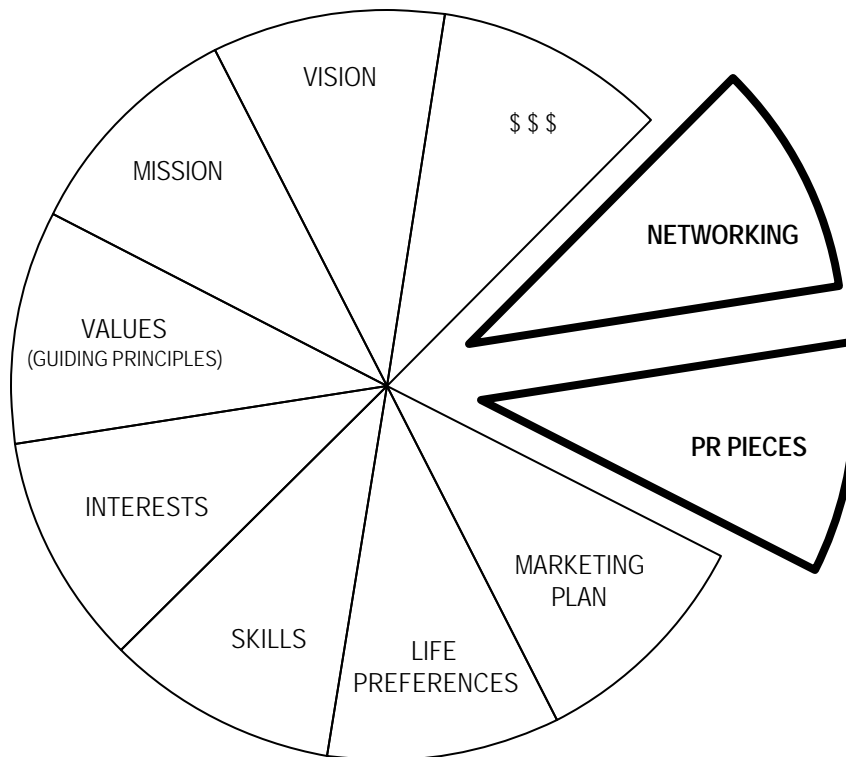
- Introduction
- **Ex:** Thirty-second Commercial
- Networking
- **Ex:** Who Is My Network
- Informational Interviewing
- **Ex:** Mini-Informational Interviewing
- Telephone Skills
- Summary
- Evaluation

## *Objectives*

At the end of this module, you'll be able to:

- Network.
- Conduct an informational interview.
- Use effective telephone skills.

## *Career Plan*



How you present your Career Plan is important. In this module you will use the information you have researched, as well as the information you learned during your self assessment, to start developing your public relations pieces. You will also develop new networking skills.

## *Contents of a Career Catalog*

A career catalog has four categories: work experience, personal identification, education and training, and notes.

1. The work experience category includes:

- Work experience, including volunteer jobs (e.g., employers, job titles, responsibilities, accomplishments)
- Work samples (e.g., reports you have written, articles, tapes, etc.)
- Past Performance or Evaluations
- Honors and Citations
- Community Activities
- Salary History
- Credit History (tell why)
- References (name, title, address, phone number)

2. The personal identification category includes:

- Birth Certificate
- Proof of Citizenship
- Social Security Card
- Passport
- Driver's License

You provide this information to show that you can legally work in the United States (I-9 Form).

3. The education and training category includes:

- College or course transcripts
- Diplomas/Certificates/Licenses
- Honors
- Activities List

**ONCE YOU HAVE COMPILED YOUR CAREER CATALOG, KEEP IT FOR ALL FUTURE JOB SEARCHES. DON'T TOSS AFTER YOU GET A JOB!**

## *Lists of Acceptable Documents*

LIST A Documents that Establish Both Identity and Employment Eligibility	OR	LIST B Documents that Establish Identity	AND	LIST C Documents that Establish Employment Eligibility
<ol style="list-style-type: none"> <li>1. U.S. Passport (unexpired or expired)</li> <li>2. Certificate of U.S. Citizenship (INS Form N-560 or N-561)</li> <li>3. Certificate of Naturalization (INS Form N-550 or N-570)</li> <li>4. Unexpired foreign passport, with I-551 stamp or attached INS form I-94 indicating unexpired employment authorization</li> <li>5. Alien Registration Receipt Card with photograph (INS Form I-151 or I551)</li> <li>6. Unexpired Temporary Resident Card (INS Form I-688)</li> <li>7. Unexpired Employment Authorization Card (INS Form I-688A)</li> <li>8. Unexpired Reentry Permit (INS Form I-327)</li> <li>9. Unexpired Refugee Travel Document (INS Form I-571)</li> <li>10. Unexpired Employment Authorization Document issued by the INS which contains a photograph (INS Form I-688B)</li> </ol>		<ol style="list-style-type: none"> <li>1. Driver's license or ID card issued by a state or outlying possession of the United States provided it contains a photograph or information such as name, date of birth, sex, height, eye color, and address</li> <li>2. ID card issued by federal, state, or local government agencies or entities provided it contains a photograph or information such as name, date of birth, sex, height, eye color, and address</li> <li>3. School ID card with photograph</li> <li>4. Voter's registration card</li> <li>5. U.S. Military card or draft record</li> <li>6. Militant dependent's ID card</li> <li>7. U.S. Coast Guard Merchant Mariner Card</li> <li>8. Native American Tribal document</li> <li>9. Driver's License issued by a Canadian government authority</li> </ol> <p style="text-align: center;">For persons under age 18 who are unable to present a document listed above:</p> <ol style="list-style-type: none"> <li>10. School record or report card</li> <li>11. Clinic, doctor, or hospital</li> </ol>		<ol style="list-style-type: none"> <li>1. U.S. social security card issued by the Social Security Administration (<i>other than a card stating it is not valid for employment</i>)</li> <li>2. Certification of Birth Abroad issued by the Department of State (<i>Form FS-545 or Form DS-1350</i>)</li> <li>3. Original or certified copy of a birth certificate issued by a state, county, municipal authority or outlying possession of the United States bearing an official seal</li> <li>4. Native American tribal document</li> <li>5. U.S. Citizen ID Card (<i>INS Form I-197</i>)</li> <li>6. ID Card for use of Resident Citizen in the United States (<i>INS Form I-179</i>)</li> <li>7. Unexpired employment authorization document issue by the INS (<i>other than those listed under List A</i>)</li> </ol>



record

12. Day-care or nursery school  
record

## *Thirty-Second Commercial*

My name is

---

My skills are

---

---

---

---

I want a position as

---

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---

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I could benefit a company because

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## ***Purposes of Networking***

To learn about your \_\_\_\_\_.

To find out what \_\_\_\_\_ are needed for specific jobs.

To learn about relevant course or \_\_\_\_\_ program.

To find out about relevant associations/societies.

To learn about employment \_\_\_\_\_.

## ***Network Categories***

1.

2.

3.



## ***Informational Interview Guidelines***

1. Attempt to interview an experienced person
2. Dress appropriately
3. Know your skills and work preferences
4. Research field of interest
5. Ask open-ended questions
6. Take notes
7. Never ask the person for a job
8. Send a thank-you letter

## ***Sample Informational Interview Thank You Letter***

February 26, 20XX

Mr. John Smith  
Human Resources Director  
DCA Corporation  
6254 Main Street, Suite 200  
Washington, DC 35821

Dear Mr. Smith:

Thank you for taking the time to meet with me for an informational interview. I appreciated your openness and the valuable insights you provided about what it would take to hold a position as a secretary. I am excited about entering the professional workforce in this administrative field.

The feedback you provided about highlighting my skills and focusing my resume for the position to which I am applying, as well as setting realistic expectations for myself was most valuable. As you recommended, I will call the job hotlines and begin to develop networks with others. Thank you again for your time.

Sincerely

*[Sign your name]*

Tonya Jacobson

## *Good Network Questions*

- How did you break into the field?
- Where do you see a person like me fitting in this field (field, company, industry)?
- How should I prepare for a job interview in this field?
- Who are the recognized leaders in this field?
- What professional societies or associations should I join?
- What's a typical career path for someone coming in at my level?
- What are the largest obstacles I would face in this job?
- What professional publications on this field should I read?
- Which other professionals should I contact?
- What kind of compensation could I expect in the first year?
- What are the most necessary skills for this job?
- Is there formal or on-the-job-training?
- How can I best utilize the educational training I have?
- How many people like me have made a successful career change? What kinds of backgrounds did they have?
- How is the hiring done?
- Can I keep in touch with you regularly?
- What local firms are most likely to have these kinds of positions?
- Can you refer me to others in the field who might be able to provide me with additional assistance?
- Is there any other advice or information you would like to add?

## *Telephone Techniques*

The telephone is a valuable job search tool for gathering information. It is important for you to use effective skills.

- Write a \_\_\_\_\_.
- Begin the conversation by \_\_\_\_\_ yourself.
- If given a \_\_\_\_\_, name the person who referred you.
- Mention that you need only \_\_\_\_\_ minutes of the person's time.
- Give a \_\_\_\_\_ description of your background.
- Use a \_\_\_\_\_ tone of voice.
- Speak at the same \_\_\_\_\_ as the other person.
- Since you only have 10 minutes, ask the \_\_\_\_\_ important questions first.
- \_\_\_\_\_ the person for the time.



## ***Techniques for Getting Past the Gatekeeper***

1. Be courteous and speak \_\_\_\_\_.
2. Mention \_\_\_\_\_ you know about the organization.
3. Mention you want \_\_\_\_\_ information.
4. Be willing to speak with the manager's \_\_\_\_\_.
5. Call Tuesday, Wednesday, or Thursday before 8:30 a.m. or after 5:00 p.m.

## *Sample Telephone Script for Information Gathering*

### *Talking to the Gatekeeper*

**You:** Hello. My name is \_\_\_\_\_. May I speak to Mr./Ms. \_\_\_\_\_  
(if you don't have a person's name, ask for the department manager for your  
area of interest, i.e., production, marketing, design, construction manager)

**Gatekeeper:** What is the purpose of the call?

**You:** I'm looking for some information that pertains to their department, and I was  
referred by Mr./Ms. \_\_\_\_\_.  

- If they offer to put you through to the person's voice mail, do it. You  
may or may not want to leave a message, but chances are you will find  
out the person's name from their voice mail recording.

Course Date \_\_\_\_\_ Instructor(s) \_\_\_\_\_

We want to provide you with the best possible training. Your reactions to this module will help us improve the training. Please circle one of the following five choices for each question:

SA (Strongly Agree); A (Agree); N (Neutral/Unsure); D (Disagree); or SD (Strongly Disagree).

**Meeting Course Objectives:**

- |   |    |   |   |   |    |
|---|----|---|---|---|----|
| 1. Network.                             | SA | A | N | D | SD |
| 2. Conduct and informational interview. | SA | A | N | D | SD |
| 3. Use effective telephone skills.      | SA | A | N | D | SD |

**Contents:**

- |   |    |   |   |   |    |
|---|----|---|---|---|----|
| 4. The amount of information covered was appropriate for the length of this module. | SA | A | N | D | SD |
| If you answered N, D or SD, was the amount of information covered:                  |    |   |   |   |    |
| Too much? _____ Too little? _____   |    |   |   |   |    |
| 5. The learning materials were clear and well organized.                            | SA | A | N | D | SD |
| 6. The examples used were appropriate for my situation.                             | SA | A | N | D | SD |

**Instructor(s):**

- |   |    |   |   |   |    |
|---|----|---|---|---|----|
| 7. The instructor(s) presented information clearly and understandably.              | SA | A | N | D | SD |
| 8. The instructor(s) was/were available and responded to my questions and concerns. | SA | A | N | D | SD |

**Course Administration:**

- |  |    |   |   |   |    |
|--|----|---|---|---|----|
| 9. The length of the module was appropriate. | SA | A | N | D | SD |
| If you answered N, D or SD, was the module:  |    |   |   |   |    |
| Too long? _____ Too short? _____             |    |   |   |   |    |
| 10. The classroom was comfortable.           | SA | A | N | D | SD |
| 11. Breaks were adequate and well spaced.    | SA | A | N | D | SD |

**Overall:**

- |   |    |   |   |   |    |
|---|----|---|---|---|----|
| 12. There was a good balance between exercises and lecture.               | SA | A | N | D | SD |
| 13. I feel that I understand the ideas underlying the content we covered. | SA | A | N | D | SD |
| 14. How did you hear about this course?                                   |    |   |   |   |    |

**Comments:** (Use back if necessary)





